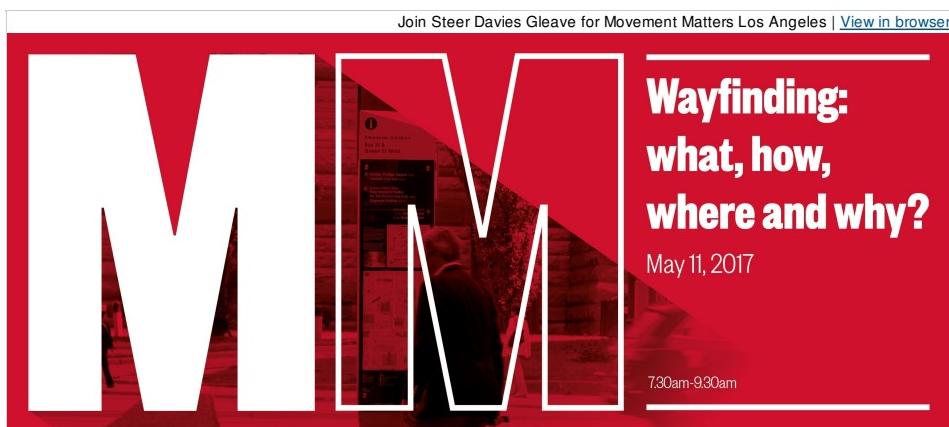


**Subject:** Jim, save your seat for our next Movement Matters talk on wayfinding, May 11

**From:** "Steer Davies Gleave" <SDG@news.steerdaviesgleave.com>

**Date:** 05/04/2017 12:15 PM

**To:** jim@mediadistrict.org



Jim, **save your seat** at our next Movement Matters talk in LA!

**Wayfinding: what, how, where and why?**

**Thursday, May 11 | 7.30-9.30am**

**The Standard Downtown LA**

**ABOUT THIS SESSION:** The role and influence of Business Improvement Areas (BIAs) and Business Improvement Districts (BIDs) within cities worldwide is changing. They make an enormous contribution to the economic, social and cultural health of our communities and are taking a more integral role in creatively advancing distinct, livable and vibrant places.

The BIAs and BIDs are increasingly becoming more involved in, and sometimes leading, wayfinding systems for their districts. Their ability to bring together local municipalities, business owners and developers to holistically approach wayfinding is providing exciting new opportunities and best practices.

Our expert speaker Evan Weinberg, Policy and Advocacy Manager of the Toronto Financial District BIA, will share his experience delivering Toronto's PATH wayfinding system and working in partnership with the City to deliver its citywide pedestrian wayfinding system.

James Brown, Principal Consultant at Steer Davies Gleave, will discuss how the PATH system integrates and builds on the design principles and mapping conventions established for the on-street pedestrian system, demonstrating how consistent and user-centered design can lead to an enhanced user experience.

**Join us to discuss how wayfinding could work in LA while enjoying a good breakfast and the opportunity to network.**

#### The speakers



**Evan Weinberg**

**Policy and Advocacy Manager, Toronto Financial District BIA**

Evan Weinberg has over 9 years' experience working with commercial properties in urban management. He developed a passion for wayfinding in his role managing Policy and Advocacy at the Toronto Financial District BIA. Here, he led the development of a new wayfinding strategy for the PATH - a 27 kilometer weather-protected, indoor pedestrian system that includes over 1,200 retailers and services and is used by over 200,000 people daily.



**James Brown**

**Principal Consultant, Steer Davies Gleave**

James has over 10 years' experience working on international projects to deliver creative solutions in both public and private sectors that cover: design strategy, brand strategy, information design, urban design, wayfinding and graphic design. James has developed and implemented wayfinding strategies and design solutions for complex pedestrian environments in Toronto and a number of UK cities.

**Save my seat**

 **steer davies gleave**

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